



WABC-TV NEW YORK
7 LINCOLN SQUARE
NEW YORK NY 10023

WABC-TV/DT
New York

Acknowledgment of Agreement Between WABC-TV NEW YORK and

DATE: 10-19-2012 PAGE: 1 of 3

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No 394606				Contract Dt 08-01-2012		Revision Dt 10-19-2012		Rev# 4		Advertiser GILLIBRAND FOR SENATE 2012				Brand KIRSTEN GILLIBRAND FOR US SENATE				Product Code POLITICALS				Station/Market WABC - NEW YORK			
Agency Est# 11319				CMS # 240524		Sales Office PHILADELPHIA		Account Executive D. PARKER		Start Date 10-22-2012		End Date 10-28-2012		Billing M (Broadcast Month, Cycle 1)				Package N		Contract Title 240524					
Line	Start Date	End Date	Time Period	Description								RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 11319																						
R 1	10-22-2012	10-26-2012	05:15AM - 05:56AM	AM EWN THIS MORNING 5-6AM (7426)								7	30	2	2	2	2	2			10	700	10	7,000.00	
2	10-22-2012	10-26-2012	06:15AM - 07:00AM	AM EWN THIS MORNING 6-7AM (7427)								7	30	2	2	2	2	2			10	2,000	10	20,000.00	
3	10-22-2012	10-26-2012	07:00AM - 09:00AM	AM GMA 7-9AM (7429)								7	30	4	4	4	4	4			20	2,400	20	48,000.00	
4	10-22-2012	10-26-2012	09:00AM - 10:57AM	DA AM DAYTIME 9AM-10:57AM (7437)								7	30	1	1	1	1	1			5	1,100	5	5,500.00	
5	10-23-2012	10-25-2012	10:58AM - 12:00PM	DA THE VIEW (10707)								7	30		1		1				2	3,500	2	7,000.00	
6	10-22-2012	10-26-2012	12:15PM - 12:30PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)								7	30	1	1	1	1	1			5	1,400	5	7,000.00	
7	10-23-2012	10-23-2012	08:00PM - 09:00PM	PE TUESDAY 8-9PM (7486)								7	30		1						1	18,000	1	18,000.00	
R 8	10-23-2012	10-23-2012	10:00PM - 11:00PM	PE TUESDAY 10-11PM (7489)								7	30		1						1	12,000	1	12,000.00	
9	10-24-2012	10-24-2012	10:00PM - 11:00PM	PE WEDNESDAY 10-11P (7545)								7	30			1					1	15,000	1	15,000.00	
R 10	10-26-2012	10-26-2012	09:00PM - 10:00PM	PE FRIDAY 9-10PM (7502)								7	30					1			1	10,000	1	10,000.00	
11	10-26-2012	10-26-2012	10:00PM - 11:00PM	PE FRIDAY 10-11PM (7503)								7	30					1			1	11,000	1	11,000.00	
12	10-28-2012	10-28-2012	08:00PM - 09:00PM	PE SU 8-9PM (7499)								7	30							1	1	20,000	1	20,000.00	
13	10-22-2012	10-26-2012	11:15PM - 11:35PM	LN LATE NEWS CFB (7645)								7	30	1	1	1	1	1			5	4,700	5	23,500.00	
15	10-28-2012	10-28-2012	11:15PM - 11:35PM	LN LATE NEWS CFB (7645)								7	30							1	1	4,700	1	4,700.00	
16	10-28-2012	10-28-2012	11:35PM - 12:00AM	LN LATE NEWS CFB (7645)								7	30							1	1	2,000	1	2,000.00	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No 394606	Contract Dt 08-01-2012	Revision Dt 10-19-2012	Rev# 4	Advertiser GILLIBRAND FOR SENATE 2012	Brand KIRSTEN GILLIBRAND FOR US SENATE	Product Code POLITICALS							Station/Market WABC – NEW YORK				
Agency Est# 11319		CMS # 240524	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-22-2012	End Date 10-28-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 240524		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11319																	
17	10-24-2012	10-26-2012	12:30PM – 01:00PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30			1		1			2	1,400	2	2,800.00
18	10-27-2012	10-27-2012	06:15AM – 10:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							3	3	400	3	1,200.00
20	10-22-2012	10-26-2012	03:00PM – 03:59PM	DA KATIE COURIC M-F (12182)	7	30	2	2	2	2	2			10	1,700	10	17,000.00
21	10-22-2012	10-26-2012	04:15PM – 04:59PM	EN EWN AT 4PM M-F (11372)	7	30	2	2	2	2	2			10	1,500	10	15,000.00
22	10-22-2012	10-26-2012	05:15PM – 05:55PM	EN EWN AT 5PM M-F (7450)	7	30	2	2	2	2	2			10	2,400	10	24,000.00
23	10-22-2012	10-28-2012	06:15PM – 06:30PM	EN EWN AT 6P (CFB) (7442)	7	30	1	1	1	1	1		1	6	2,400	6	14,400.00
24	10-22-2012	10-26-2012	07:00PM – 08:00PM	PA JEOPARDY/WHEEL (7446)	7	30	2	2	2	2	2			10	4,200	10	42,000.00
25	10-27-2012	10-27-2012	07:30PM – 08:00PM	PA WHEEL (CFB) WEEKEND (7449)	7	30							1	1	1,500	1	1,500.00
26	10-22-2012	10-26-2012	11:35PM – 12:02AM	LF NIGHTLINE M-F (7453)	7	30	1	1	1	1	1			5	2,200	5	11,000.00
27	10-22-2012	10-22-2012	08:00PM – 09:00PM	PE MONDAY 8-9PM (7470)	7	30	1							1	30,000	1	30,000.00
28	10-22-2012	10-22-2012	09:00PM – 11:00PM	PE MONDAY 9-11PM (7477)	7	30	1							1	12,000	1	12,000.00
29	10-28-2012	10-28-2012	06:15AM – 07:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							1	1	750	1	750.00
30	10-28-2012	10-28-2012	07:15AM – 08:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							1	1	750	1	750.00
31	10-28-2012	10-28-2012	08:00AM – 09:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							1	1	750	1	750.00
32	10-27-2012	10-27-2012	09:15AM – 10:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							1	1	750	1	750.00

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Line#		Start Date		End Date		Time Period		Description				RC		Duration		M		T		W		T		F		S		S		SPW		Price		Tot Spots		Total \$	
33		10-28-2012		10-28-2012		09:15AM - 10:00AM		AM EWN SA/SU 6-10AM (7434)				7		30														1		1		750		1		750.00	
34		10-25-2012		10-26-2012		12:02AM - 01:08AM		LF JIMMY KIMMEL LIVE (7455)				7		30								1		1				2		1,000		2		2,000.00			
																												Contracted Gross Total:				131		387,350.00			
																												Actual Gross Total:				131		387,350.00			
																												Agency Commission:				58,102.50					
																												Net Total:				329,247.50					
Month/YR				Preempted				Made Good				Contract Total				Adjustments				Actual Total																	
Oct 12				0.00				0.00				387,350.00				0.00				387,350.00																	
TOTAL				0.00				0.00				387,350.00				0.00				387,350.00																	

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